

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of September 29, 2008 the Applicant respectfully submits the accompanying Amendment of claims and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the interface surface has coded tags tiled thereacross with each coded tag encoding data on an identity of the product item and having a structure which enables sensing and decoding of the data at any orientation of the interface surface. Support for these amendments can be found at page 39, line 23-page 43, line 11 and page 87, lines 1-15 of the present specification;

dependent claims 3, 10, 38, 39, 41 and 42 are amended to conform with amended claim 1; and

dependent claims 9, 11-13, 16-20 and 40 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding 35 USC 103(a) Rejections

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 3, 9-13, 16-20 and 38-42 dependent therefrom, is not taught or suggested by Spitz (US 5,633,488), because one of ordinary skill in the art clearly understands that barcodes, as disclosed by Spitz, whether provided on one or more surfaces of a product item as asserted by the Examiner, do not constitute coded tags which are tiled across an interface surface and have structures which allow sensing and decoding at any orientation, as is required by the claimed invention.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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